WD MARKETERS
STUDENT TRAINING MANUAL

ADVANCED

META ADS & GOOGLE ADS

A complete training manual for job-ready & freelance-ready performance marketers

FOUNDATIONS · META ADS · GOOGLE ADS · STRATEGY · CAREER

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For WD Marketers Students — Preparing Guide

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ADVANCED META ADS & GOOGLE ADS

A Complete Training Manual for Job-Ready & Freelance-Ready Performance Marketers

MODULE A — FOUNDATIONS OF PAID MARKETING

Chapter A1: What Is Digital & Performance Marketing

Introduction

Every business, from a two-table tiffin center in Hyderabad to a national e-commerce brand, needs customers to know it exists. Digital marketing is simply the practice of reaching those customers through digital channels — search engines, social media, video, email, and apps — instead of (or alongside) traditional channels like newspapers, hoardings, and pamphlets.

Within digital marketing sits a specific discipline called **performance marketing**: advertising where you pay for measurable actions (a click, a lead, a sale) rather than just for exposure. This is the discipline this entire book is built around, using the two largest performance advertising platforms in the world — Meta Ads (Facebook + Instagram) and Google Ads.

Understanding the difference between performance marketing and brand marketing is the first mental model you need, because it shapes every decision you'll make later: which objective to pick, how to judge if a campaign is "working," and how to talk to a client or employer about results.

Owned, Earned, and Paid Media

Marketing channels are usually grouped into three buckets:

- **Owned media** — channels you control directly: your website, Instagram page, WhatsApp Business number, email list.
- **Earned media** — exposure you didn't pay for directly: word of mouth, reviews, press mentions, organic shares.
- **Paid media** — placements you pay for: Meta Ads, Google Ads, influencer collaborations, print ads.

A mature marketing system uses all three together. Paid media (this book's focus) is usually the fastest way to get predictable, scalable traffic and sales, because unlike organic reach, you control exactly who sees your ad and how much you spend to reach them.

Performance Marketing vs Brand Marketing

Aspect	Brand Marketing	Performance Marketing
Goal	Awareness, recall, emotional association	Measurable action — lead, sale, sign-up
Payment model	Often CPM (per impression)	CPC, CPA, ROAS-driven
Timeframe to judge success	Months to years	Days to weeks
Typical spender	Large FMCG, auto, telecom brands	SMBs, D2C, lead-gen businesses, agencies
Example goal	“Be top-of-mind for soft drinks”	“Get 50 leads this month at ₹150 each”

Most of the work you’ll do for local businesses and freelance clients in India is performance marketing — because small and mid-sized businesses need to see a return on every rupee spent, quickly.

How Agencies and Freelancers Make Money

There are three common business models in this industry, and understanding them helps you position yourself:

1. **Percentage of ad spend** — the agency/freelancer charges 10–20% of the client’s monthly ad budget as a management fee.
2. **Flat retainer** — a fixed monthly fee regardless of spend (common for smaller local clients, e.g., ₹8,000–₹25,000/month).
3. **Performance-based** — payment tied to results (e.g., ₹X per qualified lead). Riskier but attractive to some clients.

As a beginner, most of your early work will be flat retainers or small percentage deals with local businesses — gyms, coaching institutes, tiffin services, boutiques, real estate agents, and clinics.

Why This Book Focuses on Meta and Google Specifically

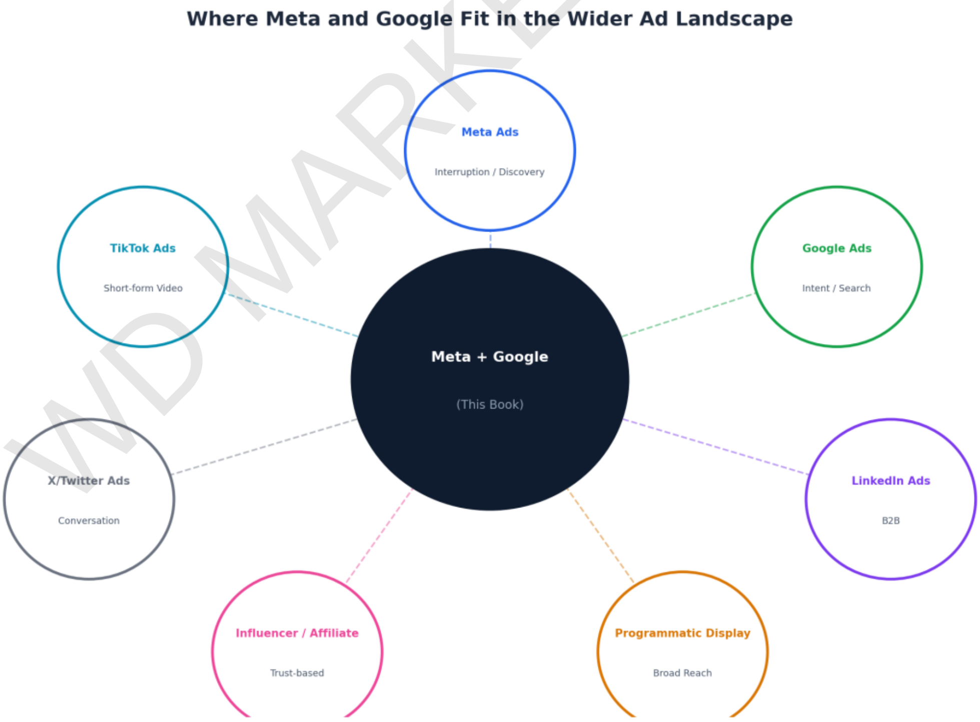
Digital advertising includes many other channels — LinkedIn Ads (B2B-focused), X/Twitter Ads, programmatic display networks, influencer marketing, affiliate marketing, and more. This book deliberately focuses on Meta and Google because together they represent the large majority of ad spend for the kinds of clients you’ll work with first — local Indian businesses and small-to-mid e-commerce brands:

- **Meta (Facebook + Instagram)** dominates visual, interruption-based discovery — the best fit for businesses that sell something people don’t yet know they want (a new gym, a new restaurant, a new fashion collection).
- **Google (Search, Display, YouTube, Shopping)** dominates intent-based discovery — the best fit for capturing people already looking for a solution (“plumber near me,” “buy running shoes online”).

Other channels (LinkedIn, programmatic, influencer/affiliate) become relevant as you specialize further — LinkedIn for B2B and recruitment-adjacent clients, for example — but Meta and Google give you a foundation that transfers to almost any future specialization, since the underlying concepts (funnels, targeting, bidding, creative testing, attribution) repeat across platforms with different names.

Diagram: The Paid Media Value Chain

Diagram: Where Meta and Google Fit in the Wider Ad Landscape



Revision Bullets

- Digital marketing covers all customer reach through digital channels; performance marketing is the subset focused on measurable, paid actions.
- Owned, earned, and paid media work together; paid media gives you the most control and speed.
- Performance marketing is judged by CPC, CPA, ROAS — not just impressions or "likes."
- Brand marketing optimizes for recall; performance marketing optimizes for action.
- Freelancers/agencies typically earn via % of spend, flat retainer, or performance-based fees.
- Local Indian businesses are performance-marketing-first because budgets are tight and ROI must be visible.
- The paid media value chain runs from business goal to ad platform to creative/targeting to landing page to conversion.

- Meta and Google represent the large majority of ad spend relevant to local Indian businesses and small e-commerce brands, which is why this book focuses on them specifically.
- Core concepts (funnels, targeting, bidding, creative testing) transfer to other platforms (LinkedIn, programmatic) as you specialize further later.

MCQs

1. **Which of these best describes performance marketing?**
   a) Advertising to build brand recall over years
   b) Advertising where you pay for measurable actions
   c) Free organic social media posting
   d) Print advertising in newspapers **Answer: b**
2. **Which is an example of owned media?**
   a) A newspaper ad
   b) An influencer's Instagram post about your product
   c) Your business's own website
   d) A Google search ad **Answer: c**
3. **A gym paying a freelancer 15% of its monthly ad budget as a fee is an example of which pricing model?**
   a) Flat retainer
   b) Percentage of ad spend
   c) Performance-based
   d) Barter **Answer: b**
4. **Which metric is most associated with brand marketing rather than performance marketing?**
   a) CPA
   b) ROAS
   c) Impressions/reach for recall
   d) Cost per lead **Answer: c**
5. **Why do most small Indian businesses lean toward performance marketing?**
   a) They have unlimited budgets
   b) They need to see measurable ROI on tight budgets
   c) They don't care about sales
   d) They only want brand awareness **Answer: b**
6. **Why does this book focus specifically on Meta and Google rather than all ad platforms equally?**
   a) Other platforms don't exist
   b) Together they represent the large majority of relevant ad spend for local/e-commerce clients, and their concepts transfer elsewhere
   c) LinkedIn and programmatic are irrelevant to all marketers
   d) There's no particular reason **Answer: b**

Practical Exercises

1. Pick 3 local businesses near you. For each, write one performance-marketing goal (e.g., "10 leads/month") and one brand-marketing goal (e.g., "become known as the best gym in the area").

2. List 5 owned, 5 earned, and 5 paid media channels a local coaching institute could use.
3. Interview (or imagine interviewing) a local shop owner: ask what they currently spend on marketing and what result they expect. Write down their answers.
4. Draw the Paid Media Value Chain diagram from this chapter and fill it in with a real example (e.g., a tiffin center).
5. Research and write one paragraph comparing how a large FMCG brand markets vs how a local gym markets. What's different and why?
6. Draw the "Where Meta and Google Fit" diagram and identify one real business that might eventually need LinkedIn Ads or programmatic display, and explain why.

Chapter A2: Key Metrics You Must Know

Introduction

If performance marketing is a language, metrics are its vocabulary. Every conversation you'll have with a client, a manager, or a platform's reporting dashboard will use these terms. Getting comfortable with the formulas — not just the definitions — is what separates someone who can *talk about* ads from someone who can *actually run* them.

This chapter builds your metrics toolkit: CPC, CPM, CTR, CPA, ROAS, LTV, and a few supporting numbers you'll use daily.

The Core Metrics

CPM — Cost Per 1,000 Impressions Formula: `CPM = (Total Spend / Impressions) × 1000` This tells you how expensive it is to simply show your ad. Rises when competition for the same audience increases (e.g., festive season in India).

CPC — Cost Per Click Formula: `CPC = Total Spend / Clicks` Tells you how much each click to your website/landing page costs.

CTR — Click-Through Rate Formula: `CTR = (Clicks / Impressions) × 100` Measures how compelling your ad is. A low CTR usually means weak creative or wrong audience.

CPA — Cost Per Acquisition (or Cost Per Action) Formula: `CPA = Total Spend / Number of Conversions` The most important number for most clients — what does it cost to get one lead or one sale?

ROAS — Return on Ad Spend Formula: `ROAS = Revenue Generated / Ad Spend` Expressed as a ratio (e.g., 4x) — for every ₹1 spent, ₹4 came back in revenue.

LTV — Lifetime Value Formula (simplified): `LTV = Average Order Value × Purchase Frequency × Average Customer Lifespan` Tells you the *total* value of a customer, not just their first purchase — critical for deciding how much you can afford to spend to acquire them.

Two Supporting Metrics: CAC and MER

CAC — Customer Acquisition Cost Formula: `CAC = Total Spend / Number of New Customers Acquired` Similar to CPA, but specifically about *new customers* rather than any conversion — useful when a client's "conversions" include both new and repeat customers and you need to isolate acquisition cost specifically. The relationship between CAC and LTV (`LTV : CAC ratio`) is one of the most common health checks in performance marketing: a ratio of roughly 3:1 or better (LTV at least 3x CAC) is generally considered healthy; below 1:1 means the business loses money on every new customer even before other costs.

MER — Marketing Efficiency Ratio Formula: `MER = Total Revenue / Total Marketing Spend` Similar to ROAS, but calculated at the *whole-business* level across all channels combined, rather than per-platform. MER is useful specifically because platform-reported ROAS (Meta's or Google's own number) can overstate true impact due to attribution overlaps (Chapter B1) — if both platforms claim credit for overlapping conversions, their individual ROAS numbers can look great while the *business's actual* revenue-to-spend ratio (MER) tells a more honest, blended story. Comparing platform-reported ROAS against overall MER is a useful sanity check when numbers seem inflated.

Worked Example: Local Gym Client

A gym in Telangana runs a Meta Ads lead-generation campaign for 30 days.

- Total spend: ₹15,000
- Impressions: 500,000
- Clicks: 7,500
- Leads generated: 150
- Of those, 30 became paying members at ₹2,000/month, staying an average of 8 months

Calculations: - CPM = (15,000 / 500,000) × 1000 = **₹30** - CPC = 15,000 / 7,500 = **₹2** - CTR = (7,500 / 500,000) × 100 = **1.5%** - CPA (per lead) = 15,000 / 150 = **₹100 per lead** - Cost per member = 15,000 / 30 = **₹500 per paying member** - CAC (new customer acquisition cost) = 15,000 / 30 = **₹500** (identical to cost per member here, since all 30 are new customers) - LTV per member = ₹2,000 × 8 = **₹16,000** - LTV : CAC ratio = 16,000 : 500 = **32:1** — extremely healthy, far above the 3:1 benchmark - ROAS on members acquired = (30 × 16,000) / 15,000 = **32x** (lifetime), or first-month ROAS = (30 × 2,000)/15,000 = **4x**

This example shows why LTV matters: judged only on first-month revenue, ROAS looks decent (4x); judged on lifetime value, it's outstanding (32x). This is exactly the kind of framing that convinces a business owner to keep spending.

Common Mistakes

- Judging a campaign only on CPC or CTR without looking at CPA — a cheap click that never converts is wasted money.
- Ignoring LTV and only looking at first-purchase ROAS, which undervalues subscription/repeat-purchase businesses (gyms, coaching, salons, D2C brands with repeat orders).
- Comparing CPMs across very different audiences/geographies without context — CPMs in metros are typically higher than in tier-2/3 towns.

Diagram: The Metrics Funnel

Revision Bullets

- CPM = cost to show 1,000 impressions; CPC = cost per click; CTR = clicks ÷ impressions.
- CPA = spend ÷ conversions — usually the number a client cares about most.
- ROAS = revenue ÷ spend, expressed as a multiple (e.g., 4x).
- LTV accounts for repeat purchases and changes how you judge whether a CPA is “good.”
- Always match the metric to the funnel stage you’re diagnosing.
- Don’t judge a campaign on a single metric in isolation.
- CAC (Customer Acquisition Cost) isolates new-customer cost specifically; a healthy LTV:CAC ratio is roughly 3:1 or better.
- MER (Marketing Efficiency Ratio) looks at total revenue vs. total spend across all channels — a useful sanity check against inflated platform-reported ROAS.

MCQs

1. **CTR is calculated as:**
   a) Clicks ÷ Spend
   b) (Clicks ÷ Impressions) × 100

c) Spend ÷ Clicks
d) Impressions ÷ Clicks **Answer: b**

2. **A campaign has ₹20,000 spend and 40 conversions. What is the CPA?**
   a) ₹200
   b) ₹500
   c) ₹800
   d) ₹50 **Answer: b**
3. **If ROAS is 3x, this means:**
   a) You spent 3 times what you earned
   b) For every ₹1 spent, ₹3 was earned in revenue
   c) You made 3 sales
   d) Your CPA is ₹3 **Answer: b**
4. **LTV is most important for which type of business?**
   a) A one-time festival stall
   b) A subscription gym or repeat-order D2C brand
   c) A single garage sale
   d) None of the above **Answer: b**
5. **A high CPM but low CPC most likely means:**
   a) Your audience is expensive to reach but your ad is compelling once seen
   b) Your ad is broken
   c) Your CTR is zero
   d) Your CPA is guaranteed to be low **Answer: a**
6. **A generally healthy LTV:CAC ratio benchmark is roughly:**
   a) 1:3 (LTV a third of CAC)
   b) 3:1 or better (LTV at least 3x CAC)
   c) Exactly 1:1
   d) There's no meaningful benchmark **Answer: b**
7. **Why compare platform-reported ROAS against overall MER?**
   a) They always match exactly
   b) Attribution overlaps between platforms can inflate individual platform ROAS; MER gives a more honest blended view
   c) MER replaces the need for any platform reporting
   d) There's no reason to compare them **Answer: b**

Practical Exercises

1. Given: Spend ₹8,000, Impressions 200,000, Clicks 3,000, Conversions 60. Calculate CPM, CPC, CTR, CPA.
2. Estimate the LTV of a coaching institute student who pays ₹5,000/month for 10 months.
3. Take any ad you see on Instagram today. Estimate (guess) its CTR based on how compelling it is, and write why.
4. Build a simple spreadsheet with formulas for CPM, CPC, CTR, CPA, ROAS that you can reuse for every future client.
5. Explain in your own words, in 3–4 sentences, why "cheap clicks" can still mean a "bad campaign."

6. Given CAC of ₹600 and LTV of ₹1,200, calculate the LTV:CAC ratio and assess whether it's healthy.
7. Explain to a client, in plain language, why their combined Meta + Google reported ROAS might look better than their actual bank-account revenue-to-spend ratio (MER).

Chapter A3: Funnels — TOFU / MOFU / BOFU

Introduction

Not every person who sees your ad is ready to buy right now. A funnel is a mental model that recognizes this: it splits your audience into stages based on how close they are to purchasing, and it tells you what kind of message and offer fits each stage. Running one generic ad to everyone — cold strangers and warm repeat customers alike — is one of the most common (and expensive) mistakes beginners make.

TOFU, MOFU, BOFU Explained

- **TOFU (Top of Funnel) — Awareness.** People who don’t know your business exists yet. Goal: introduce the brand, earn attention, not sell hard.
- **MOFU (Middle of Funnel) — Consideration.** People who’ve engaged (visited your website, watched a video, followed your page) but haven’t bought. Goal: build trust, address objections, show proof (testimonials, before/after, reviews).
- **BOFU (Bottom of Funnel) — Conversion.** People who are close to buying (added to cart, visited pricing page, messaged you) or who are past customers. Goal: give a clear, urgent reason to act now — a discount, deadline, or direct CTA.

Mapping Meta and Google to Each Stage

Funnel Stage	Meta Ads Role	Google Ads Role
TOFU	Reach/engagement campaigns, broad interest or lookalike targeting, video/reels	Display and YouTube ads for broad discovery
MOFU	Retargeting website visitors/engagers with testimonials, offers	Display remarketing, YouTube remarketing
BOFU	Retargeting cart abandoners, past leads, with urgency-based offers	Search ads on high-intent keywords, Performance Max on top converters

Google Search is naturally BOFU-leaning because people are actively searching with intent (“best gym near me”). Meta is naturally TOFU/MOFU-leaning because people aren’t searching — you’re interrupting their scroll — but Meta’s retargeting tools make it very effective for BOFU too.

How to Split Budget Across Funnel Stages

A common beginner question is “how much budget should go to each stage?” There’s no universal answer, but a reasonable starting framework for a business with little or no existing audience:

- **60-70% to BOFU/MOFU (retargeting + high-intent Search)** — this converts most efficiently and should usually get the largest share once there's *any* traffic to retarget.
- **20-30% to TOFU** — enough to keep feeding new people into the top of the funnel so retargeting audiences don't shrink over time.
- **10% to testing** — new TOFU creative angles or new audience segments, echoing the same 70/20/10 logic used for overall client budget planning (Chapter D1).

For a genuinely brand-new business with zero website traffic and no existing audience, this ratio temporarily flips — you have no one to retarget yet, so a larger initial share must go to TOFU simply to create an audience worth retargeting later, before shifting back toward the 60-70% BOFU/MOFU split once meaningful traffic exists.

Measuring Full-Funnel Health, Not Just Bottom-Line Results

A funnel-aware account should be judged on more than just this month's conversions — three simple health checks reveal whether the funnel is sustainable:

- **Is TOFU reach growing or flat?** Flat or shrinking TOFU reach over several months, even with stable BOFU conversions, predicts a future decline once the existing retargeting pool is exhausted.
- **Is the MOFU audience size stable?** A shrinking retargeting audience (fewer people to show BOFU ads to) is an early warning sign traced directly back to insufficient TOFU investment weeks earlier.
- **What share of conversions come from retargeting vs. cold traffic?** A healthy account typically shows a meaningful share from both — an account converting *only* via retargeting, with barely any cold-to-warm movement, is quietly running out of new customers to eventually retarget.

Example: Tiffin Center Funnel

A home-style tiffin service in Hyderabad wants more monthly subscribers.

- **TOFU:** Instagram Reels showing the kitchen, fresh ingredients, and daily menu variety, targeted broadly to working professionals within 5 km.
- **MOFU:** Retarget people who watched 50%+ of the Reels or visited the website, showing customer testimonials and a "7-day trial thali" offer.
- **BOFU:** Retarget people who clicked "Order Now" but didn't complete payment, with a WhatsApp message ad offering a first-order discount and a clear deadline ("Offer ends tonight").
- **Budget split:** with an existing base of past customers to retarget, this account runs roughly 65% BOFU/MOFU, 25% TOFU, 10% testing — but launched with a heavier TOFU share in its first month to build the initial retargeting pool.

Common Mistakes

- Running only BOFU-style "Buy Now" ads to a completely cold audience — conversion rates will be very low because trust hasn't been built yet.
- Never retargeting — losing 90%+ of your traffic that didn't convert on the first visit.
- Ignoring TOFU entirely and shrinking the funnel over time (no new audience being added at the top).
- Applying the same 60-70% BOFU/MOFU budget split to a brand-new business with no existing audience to retarget yet.

- Judging account health only on this month's bottom-line conversions, missing early warning signs like flat TOFU reach or a shrinking retargeting pool.

Diagram: TOFU/MOFU/BOFU Funnel with Platform Touchpoints

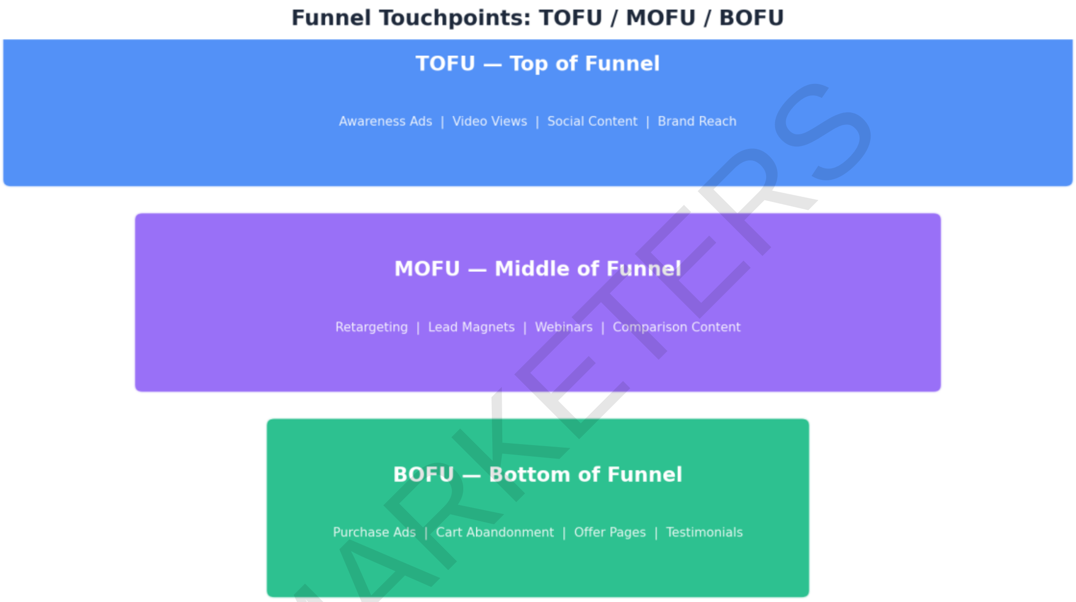


Diagram: Funnel Budget Split Over Time

Revision Bullets

- TOFU = awareness (cold audience), MOFU = consideration (engaged but not converted), BOFU = conversion (ready to buy).
- Google Search naturally fits BOFU due to active search intent; Meta naturally fits TOFU/MOFU due to interruption-based discovery.
- A healthy account runs ads at all three stages, not just one.
- Retargeting (MOFU/BOFU) is usually cheaper and higher-converting than cold TOFU traffic.
- Match message and offer intensity to funnel stage — don't "hard sell" cold audiences.
- A reasonable starting budget split is 60-70% BOFU/MOFU, 20-30% TOFU, 10% testing — but flips temporarily for a brand-new business with no audience to retarget yet.
- Judge funnel health on TOFU reach trend and retargeting pool size, not only on this month's bottom-line conversions.

MCQs

1. **A person who visited your website but didn't buy belongs to which funnel stage?**
   a) TOFU
   b) MOFU
   c) BOFU
   d) None **Answer: b**
2. **Google Search Ads are naturally strongest at which stage?**
   a) TOFU
   b) MOFU
   c) BOFU
   d) Awareness only **Answer: c**
3. **What is the main risk of only running BOFU-style ads to a cold audience?**
   a) Too much reach
   b) Low conversion due to lack of trust/awareness
   c) Too cheap CPC
   d) No risk at all **Answer: b**
4. **Retargeting cart abandoners is an example of which funnel stage tactic?**
   a) TOFU
   b) MOFU
   c) BOFU
   d) None **Answer: c**
5. **Why is it a mistake to ignore TOFU entirely?**
   a) It's illegal
   b) The funnel shrinks over time with no new audience entering
   c) It's the cheapest stage always
   d) It has no impact on the business **Answer: b**
6. **For a brand-new business with zero existing audience, the typical funnel budget split should:**
   a) Stay at 60-70% BOFU/MOFU regardless
   b) Temporarily shift more toward TOFU to build an audience worth retargeting
   c) Go 100% to BOFU immediately
   d) Not matter at all **Answer: b**
7. **A shrinking retargeting audience over time, despite stable current conversions, is a sign of:**
   a) Excellent long-term health
   b) Insufficient TOFU investment feeding the funnel
   c) Too much testing budget
   d) Nothing concerning **Answer: b**

Practical Exercises

1. Map out a TOFU/MOFU/BOFU plan for a local salon using Meta Ads only.
2. Do the same for a B2B coaching institute using Google Ads only.
3. List 3 pieces of "proof" content (testimonials, reviews, case studies) you could create for a MOFU stage for any business of your choice.
4. Design one BOFU offer with urgency (discount + deadline) for an e-commerce brand.

5. Draw the funnel diagram from this chapter and fill in a real example end-to-end.
6. Propose a Month 1 vs. Month 4 budget split (using the pie-chart diagram) for a brand-new business with no existing audience.
7. Design a simple monthly “funnel health check” report format tracking TOFU reach trend and retargeting pool size over time.

Chapter A4: Offer, Messaging & Landing Page Basics

Introduction

The best targeting and the most beautiful ad creative cannot fix a weak offer or a broken landing page. This chapter covers the last-mile elements that determine whether a click turns into a lead or sale — often the highest-leverage, lowest-cost fixes available to a marketer.

The Offer-Message-Landing Page Chain

Every ad campaign is really three decisions stacked together:

1. **Offer** — what are you actually giving the customer, and why should they care right now?
2. **Message** — how do you communicate that offer in a way that grabs attention and builds desire?
3. **Landing experience** — where does the click go, and how easy is it to act once they land?

A weak link at any point breaks the whole chain, no matter how good the other two are.

Building a Strong Offer

A strong offer typically has three ingredients:

- **Value** — what the customer gets (product, service, discount, free trial).
- **Risk reversal** — something that reduces the customer's fear of trying (money-back guarantee, free trial, no-questions cancellation).
- **Urgency/scarcity** — a genuine reason to act now rather than later (limited seats, deadline, launch pricing).

Example for a coaching institute: *"Join our Class 10 Batch — First 2 classes free, cancel anytime, only 15 seats left for July batch."*

The Hook–Message–Offer Framework

For writing ad copy quickly, use this simple structure:

- **Hook (first line):** grabs attention — a question, bold statement, or relatable pain point.
- **Message (body):** explains what you do and why it matters to *this specific* audience.
- **Offer (CTA):** a clear, specific next step with the offer attached.